

# section

# 2

## OBJECTIVES

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## PROJECTS

- LOGO
  - VISUAL IDENTITY
  - WEBSITES
  - REFERENCES
  - BUDGET\*
- 

## SELF-EVALUATION

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## SCHEDULE

# objectives

## WHO ARE YOU?

At the start of Section 2, you are still exploring what to even call yourself as a brand. You also need to know if the following are available (and claim them!). *Between the information below and the aesthetics/design choices for your logo, it will all start to come together!*

- **Domain** name availability (part of the Website and Budget projects)
- Your new [email](#) (*gmail is dependable and free. DO NOT use some antique like hotmail or aol.*)
- Your new **@username** on **Instagram**
- (Optional: new @usernames on other social media you think you might use in the future)

## LOGO

Logos – whether marks and/or logotype – are used to represent entities such as companies, schools, businesses, people, organizations, and groups. Ideally, they represent some aspect of the entity, either in the abstract or literally (but avoid too much see-and-say). Logos are not brands, but they are the essential visual identifier of a brand. Strong logos are visual commodity that hopefully reflect and reinforce brand loyalties (= \$\$\$). Therefore, a logo is developed after a brand and its position in the marketplace.

You will design a logo based on the brand of YOU. Think of your service as the product. You can begin figuring out what you will call yourself too while you're creating your logo. **This project is HUGE, as it will inform every project after it.**

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## VISUAL IDENTITY

Though this project is about **layout** and understanding how something's end use informs its design, it is very much concerned with **creating a design system** that you will follow on everything you create for your brand. Your system is then explained in your Visual Guidelines.

A traditional print identity system consists of at least a letterhead, business card, and envelope; however 2022 demands an **evolution of these classics**. This Visual Identity project will only demand a **letterhead** and **business card** be designed (plus envelope as extra credit). The business card will be the only one printed professionally. In Section 4, the letterhead file will grow into an interactive PDF, the card file will inform a digital version, and an email sign-off will be created.

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## WEBSITES

You must have an online presence in the world today or you will not find employment. **NEVER be without an online portfolio** and contact information.

The complexity of your site is relative to your skills. In other words, if you want to go into a position that demands coding skills, then your site should be coded by you. If you do want to do coding, a CMS site must still deliver pleasing aesthetics and delivery following your brand's visuals. The site must also be responsive and link to socials (*placeholders until Section 4*).

Speaking of socials, **Behance is your portfolio on a social media platform** intended for this purpose. Though students might have a Behance presence already, this project either demands the site is cleaned up with only new portfolio work and showcasing the brand OR a completely new site for the new brand.

Both of **these sites will evolve throughout the semester in relation to Portfolio Capstone** and its requirements; however, the website's presence on the internet (server space and domain) and its structure are due in this section.

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## REFERENCES

It's the 21st century and strong references are just as important to getting hired as they were 100 years ago. This project explains what a job reference is and demands students find multiple references that supply a comprehensive picture of you.

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## **BUDGET \***

You could have the best design, but it will fall short if your business card's paper stock feels cheap or your domain is alphabet soup. Budget research is also essential knowledge for future job estimates/quotes/contracts.

\*This project is only required for Honors; however, it's easy and highly encouraged that all students complete this project for extra credit. Most of you will be doing the work anyway before you just start paying for required pieces, so you might as well document it and get extra credit!

## SECTION 2 MENU

logo

### OVERVIEW

#### STEPS

- RESEARCH
- SKETCHES ROUND 1
- SKETCHES ROUND 2
- FINAL ART
- MOCK-UPS

### RUBRIC

### SCHEDULE

**You will design a logo based on the brand of YOU.** Think of your design service as the product. You can have the brand your logo expresses be your name, a shortened version of your name or nickname, an entity as a business, or some combination of these. Try to figure out the best answer while designing your logo.

## RULES

- The logo may be only logotype, a mark that contains logotype as part of it, or a mark and logotype combination that also work independently of each other. Though a mark is encouraged, it is not required in your final logo work. Logotype *is* required.



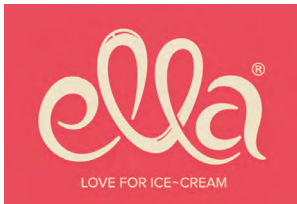
- All shape and space are considered.
- Logo has solid visual weight.
- Logo is not so vertical or horizontal as to be a challenge in placement in multiple platforms, media, and materials.
- The logo speaks in a concise manner in reference to the brand positioning statement.
- The logo is successful within a 7 inch square by having visual weight.
- The logo is successful within a 1 inch square by having visual weight..
- The logo is successful in black ink on white paper.
- The logo is successful in reverse (white ink on dark background).
  
- Color is not required, but encouraged. If logo is in color, it should work on both a light and dark background. A second color reverse version may be considered if necessary on dark stock.
- Logo created as vector art.

Research logos and identity marks for visual weight and aesthetics, but also imagine the kind of audience(s) that would appreciate the nature of the organization. Consider how a logo is used to visually “brand” *everything* – on business cards, letterhead, social media, app icons, jackets, aprons, blimps, space shuttles, etc. In other words, you need to be aware of how logos are a commodity to identify a brand...everywhere.

Look at design annuals online, explore reliable design sites, and browse books on logos to see what kinds of things are being done now and in the past. Try to understand why these logos function or do not function.

*It is suggested each student create a logo collection in a digital folder, on Pinterest, etc. you entitle **Logo Research.***

- You must have **at least 10** that are entirely (or almost entirely) **logotype**.



- You must have **at least 10** that you admire for the **mark**. Logotype is optional.





Think about the following:



- Does the form appeal to you?
- Does it have solid visual weight?
- How does the space relate to the shape?
- How does the logo complement the product/service?
- What is the style?
  - Is it timeless or is trendy?
  - Is it flexible in its visual identity or does it say only one thing about the brand?
- How does/would the logo work on everything from a business card to an invoice to a social media icon?

*If you cannot explain why it's great, then I consider this step as incomplete.*

## **DUE > WHAT • WHEN • WHERE**

**DUE** in post on Slack channel **#4503\_sec2\_logo** by **11:00** on **Mon Jan 24**.

**Prof Nikki** 7:44 AM  
LOGO RESEARCH: **LOGOTYPE** > Share your 10 samples of strong logos that are entirely logotype. Do this in the thread to this post. Each student post once with 10 images. *(It's ok if multiple students post the same work.)*  
 **1 reply** Today at 7:45 AM

**Prof Nikki** 7:45 AM  
LOGO RESEARCH: **MARKS** > Share your 10 samples of strong logos that you admire for the mark. Do this in the thread to this post. Each student post once with 10 images. *(It's ok if multiple students post the same work.)*  
 **1 reply** Today at 7:45 AM

**LISTEN** to the 2 podcasts listed in the **#4503\_sec1\_brand** channel that discuss brand in relation to logo. Specifically listen **7:40 to 11:23** [on this podcast](#) about **the 5 things that make a strong logo (and why)**.



# sketches

## ROUND 1

**Start sketching!** Keep all sketches of the entire process through final art.

Present **at least 20** thumbnail sketches (see Intro Lecture for quality expected). Either paper and pencil may be used or Procreate/Fresco on a tablet. **The point of these is to not get too attached to any one logo yet, so do not use any vector programs or typefaces for any more than reference.**

Lightly draw or print out pages (or create a file for Procreate/Fresco) that signify square that are **2 inches x 2 inches**. Create sketches within these.

- **10** must be only (or mostly) **logotype**.
- **10** must be only (or mostly) **mark**.
- No shapes may be drawn around the work to force containment. Be aware instead of visual weight created by the relation of space to shape to make things group and contain.
- Color is not necessary yet for any of these.
- *Include printouts (digital file and/or neatly affixed in your sketchbook) of any inspirational logos if you cannot render tight versions to your liking yet.*

### **DUE > WHAT • WHEN • WHERE**

**DUE** in class at **11:00am** on **Wed Jan 26**.

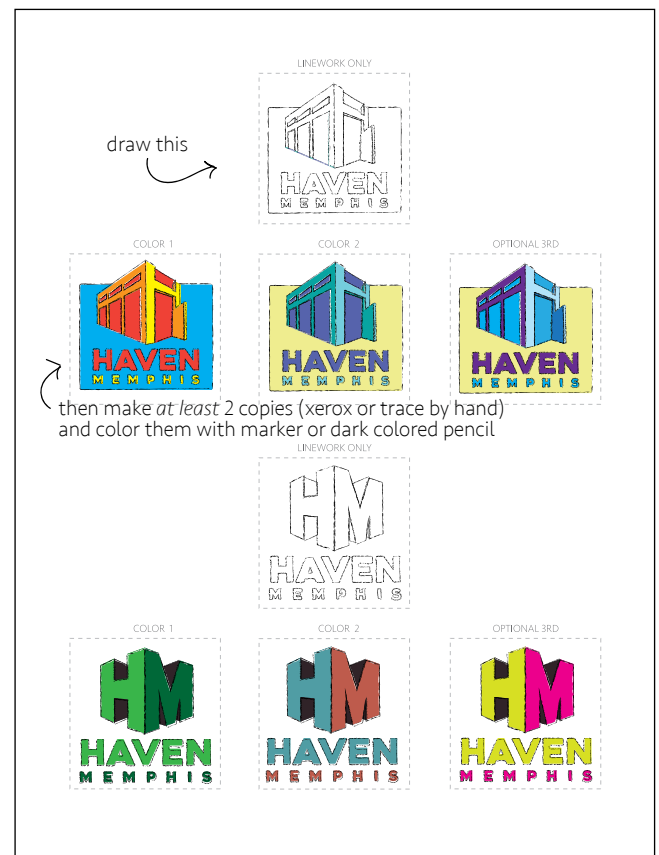
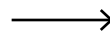
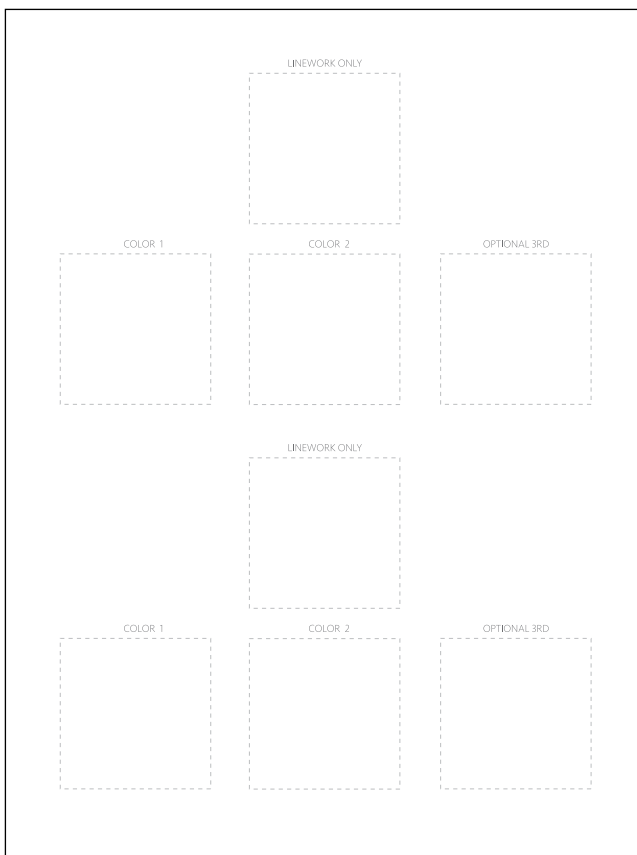
Multiple rounds of critique will occur. **4** will be picked and/or new ideas will be suggested.

At the conclusion of Round 1 sketches, students will also begin the **Visual Identity** project because the two projects should inform each other.

For each of the 4 picks from Round 1, use (or copy) the **LOGO\_SketchesRD2\_SHEET.PDF** and do the following with very tight color sketches.

- *FYI: The space for logo is outlined with a very light dotted line (might not be visible below) so that the square itself doesn't falsely contain your logo and supply it with visual weight.*
- **You are rendering these by hand on purpose**, so please do not use vector artwork or typefaces yet (even if/when you do some rough computer work first and then trace it).
- Avoid making the black lines too thick unless the stroke is an intentional part of your design.
- If your logo can be pulled apart to mark and logotype, please go ahead!
- Then try 2 separate color variations for each design (3rd box is an optional 3rd try).

**2 required of each logo x 4 logos.= 8 pieces of art (minimum).**



**DUE**

## > **WHAT • WHEN • WHERE**

**DUE** in class at **11:00am** on **Mon Jan 31**.

Bring in the tangible sheets or work from Procreate/Fresco on tablet.

In class that day, multiple rounds of critique will occur.

Students will begin the **Visual Guidelines** project now too because the **Logo** and **Visual Identity** projects will formulate the guidelines.

- On **Mon, Feb 7**, a midway critique of **Logo** and **Visual Identity** will occur.

We will pick 1 logo and you will create it in vector art using Illustrator. If the mark and logotype can be separated, consider that throughout these steps.

**Remember that logotype should not be just typing something in with a cool font.** Consider the shape of letters and the shape around, within, and between other shapes. Mess with separating baselines or positioning letters/words so they just FIT together. Also kerning also always matters on logos. All of these minute details to adjust are also easier when the letters become artwork (Type : Create Outlines).

Create the following:

- Only **black** on white background
- **Reverse** - white on a black background
- **Color** (assuming your logo isn't only black) on white background, but be constrained in your color choices. The fewer the better. Gradients are highly discouraged.\*
- **Color Reverse** on black background

*\*You may stylize your logo on later mediums like web and social media if you really want; however, a logo must first be created with print constraints in mind. Also though trendy at the second, gradients are usually just band-aids to try to make a mediocre design look flashier.*

- Do not use any filters that cause your vector art to rasterize.  
*Check your artwork in View : Outline Mode to be sure. IF your shape has become a blank box in Outline mode, it is now raster and DPI-dependent. YUCK!*
- When you are ready, Type : Outline any live text.  
*Do not save your file with live type. Your logo should be completely self-contained.*
- If you used a stroke on anything, be sure to Object : Path : Outline Stroke and clean unnecessary anchor points with the Direct Select tool.

## FINAL FILES

Create the following 8.5 x 11 inches multi-page document in InDesign with placed Illustrator files. Save the file as **YOUR LAST NAME\_Logo.INDD**.

- Black, halftone ok (on white background, no fill on white paper) logo within a 7 inch square with no stroke.
- Black, halftone ok (on white background, no fill on white paper) logo within a 1 inch square with no stroke.
- White logo within a 1 inch black square.



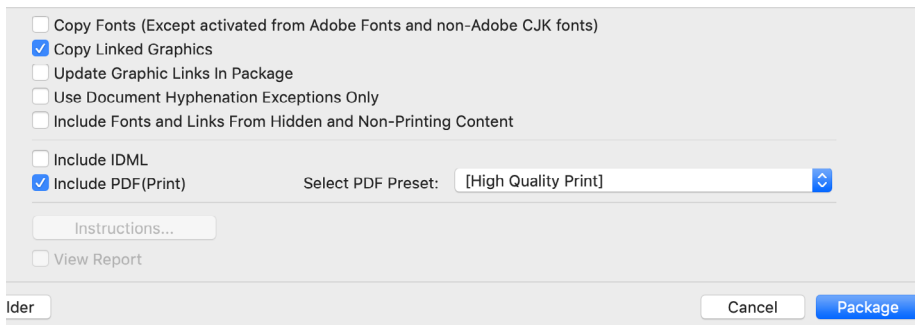
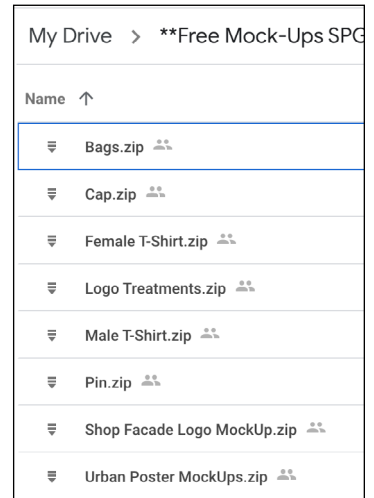
- Color (no more than 3 colors on white (none) background) logo within a 7 inch square with no stroke.
- Color (no more than 3 colors on white (none) background) logo within a 1 inch square with no stroke.
- Color (no more than 3 colors on black background) logo within a 1 inch black square.



These will be due in the next step when they are applied to mock-ups and they are added to the InDesign document.

# mock-ups

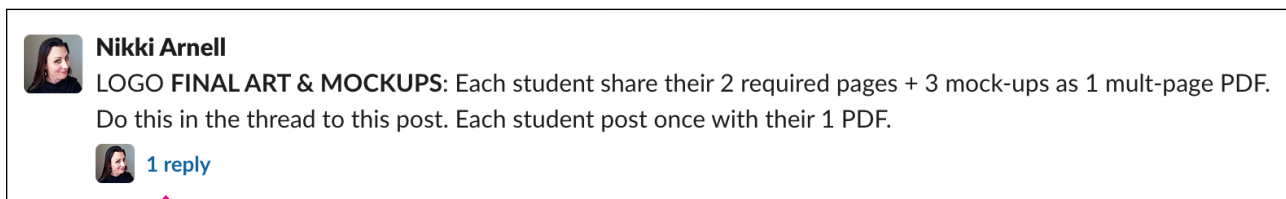
- Place any version(s) of your logo on mock-ups to bring them to life. Free mock-ups are available in a shared folder that was shared with you. **Download them first before you do anything with the file!**
- Choose any 3 and render them in Photoshop.
- Then flatten the layers, change to 150dpi, and File : Save As a JPG.
- Add 3 more pages to **YOUR LAST NAME\_Logo.INDD** and place the JPEG images in these pages. Adjust any placement via Object : Fitting.
- When finished, File : Package and only include Links and a PDF (Print). **Do not include fonts.** They should not be necessary because all type should have been outlined in the logos!



## DUE > WHAT • WHEN • WHERE

**DUE** in post on Slack channel **#4503\_sec2\_logo** by **11:00am** on **Mon Feb 21**:

- **YOUR LAST NAME\_Logo.PDF**



- Also place **packaged InDesign file** in shared Google Drive sub-folder for this class > **SECTION 2 : LOGO.**

For the **LOGO** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All shape and space are considered.
- Logo has solid visual weight.
- Logo is not so vertical or horizontal as to be a challenge in placement in multiple platforms, media, and materials.
- The logo speaks in a concise manner in reference to the brand positioning statement.
- The logo is successful within a 7 inch square by having visual weight.
- The logo is successful within a 1 inch square by having visual weight..
- The logo is successful in black ink on white paper).
- The logo is successful in reverse (white ink on dark background).
- The logo is successful in color (if this is an option) on white background.
- *The logo is successful in reverse color (white ink on dark background) if necessary.*
- If logo has combined mark and logotype, logotype works well on its own too.  
*Mark is not required, though it is encouraged.*  
*Logotype is required, whether that is on its own or accompanies a mark.*
- Vector artwork created correctly.
- Raster mock-up files created correctly in Photoshop.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.

## SECTION 2 MENU

# visual identity

## REQUIREMENTS & SPECS

### STEPS

- RESEARCH
- ROUND 1: SKETCHES
- ROUND 2: DIGITAL SKETCHES
- MOCK-UPS
- FINAL WORK

## RUBRIC

## SCHEDULE



# requirements & specs

Specs ["specks"] = specifications. A specification often refers to a set of documented requirements to be satisfied by a material, design, product, or service

A traditional print identity system consists of at least a letterhead, business card, and envelope.

**Business cards** should also usually stay within the standard size because things like business card holders or wallet pockets are designed for this. Square business cards are cool and one could claim the odd size will make them stand out, but it is also fair to say that thought is awful precious and the card will end up being folded anyway to fit. *NOTE: I suggest you design your business cards first, as they are the most challenging.*

**Letterhead** should stay the traditional size because reams of paper come pre-cut in this size, personal printers are designed to handle traditional sizes, and the envelopes that are then used to mail these letterhead respond to a standardized mailing cost. For example, as cool as square envelopes are, they are more expensive to mail than traditional #10 envelopes.

**Envelope** specs are provided only if a student wishes to design this for extra credit. The main reason for a student to do this is so the traditional mock-up of all three elements looks complete.

## MEASUREMENT ABBREVIATIONS

- in. | in | " = inches
- ft. | ft | ' = feet
- cm. | cm = centimeter
- mm. | mm = millimeter
- pt. | pt = point (*type or stroke*)
- lb. | lb = pound (*weight of paper*)
- px. | px = pixels
- dpi/ppi = dots per inch/pixels per inch (*resolution*)
- w x h = width x height or l x w = length x width >> *usually the same thing in 2-D*

## BUSINESS CARD SPECS

**2 in. x 3.5 in.\*** • portrait or landscape • double-sided optional, but orientation consistent

\* You can design folding, die-cut, or the “half-size” 1 in. x 3.5 in. business cards – as long as **the final size fits within these specs**, but be aware of your budget and the fact these must be printed professionally. Beware some luxury cards like Luxe that are larger than this size. Also speak with Prof. Nikki if you want to do a square card, as these are often printed larger than 2 x 2.

### >> Information required:

Logo

Personal name (if not in logo)

Website (www. is optional; leave out the http:/ business)

Phone number

Email address

Socials: Instagram (icon and @username); LinkedIn (icon and @username)

### >> Information optional:

Job title

Street address is optional, but not encouraged.

Other social platforms on which you know you will be active.

### >> Do not include:

A picture of yourself. Unless you go into real estate, insurance sales, modeling, or acting, do not put your picture on your card while you are in this country. It’s cheesy and egotistical.

## LETTERHEAD SPECS

**8.5 in. w x 11 in. h**

### >> Information required:

Logo

Website (be consistent with business card)

Socials: Instagram (icon and @username); LinkedIn (icon and @username)

### >> Information optional:

Personal name (if not in logo)

Job title

Phone number

Email address

Street address is optional, but not encouraged.

Other social platforms (be consistent with business card)

### >> Do not include:

A picture of yourself. Ever.

## ENVELOPE SPECS (EXTRA CREDIT)

**#10 Envelope**, which is **9.5 in. w x 4.125 in. h**

See [here](#) for more information about sizes and cool flap options.

*Note: if you do not use a #10 envelope, you will need to defend it to me. I will request your new size of letterhead and how you will print it on a personal printer, as well as a price breakdown on the cost to mail. For example, square envelopes are cool, but require extra postage.*

Also understand [how envelopes work in this country](#) and what must be left blank when printed so it can be filled in later. If you want to bulk mail envelopes, understand this too. [This link](#) is much more detailed, but it's worth a skim if you want to know more!

### >> Information required:

Logo

Return address or P.O. Box

>> *You can place your return address on the front left side or the back closing flap!*

### >> Information optional:

Personal name (if not in logo) is highly suggested, though optional

Job title

Website (be consistent with business card)

Socials: Instagram (icon and @username); LinkedIn (icon and @username)

Other social platforms (be consistent with business card)

### >> Do not include:

Phone number

Email address

A picture of yourself. Ever.

### >> Tips for return address:

- Keep the return address at least 8 pts. font that goes with your brand.
- Avoid any scripts for this, as it may confuse the postal scanning machines.
- You do not need to type it in all caps, as the postal system requests. Type is already more legible than handwriting.
- You can place the return address on the back flap of an envelope instead of the front left. In fact, this used to be common practice. Some [informal research](#) shows this is becoming less accepted by USPS, especially in light of cut-backs and COVID stresses. I also could not find any directions from USPS explaining the back flap as an option, but also nothing stating it was no longer ok. ????. You decide. :)

Research what others are doing for inspiration and to understand how these elements work individually and as a complementary system. Here is a start, though not all of these relate to envelopes for mailing in the U.S..



- [The 20 best business card designs](#)
- [19 of the Best Business Card Designs](#)
- [Letterhead examples: 20 case studies to inspire you \(Canva.com\)](#)
- [The Best Letterhead Examples We Could Find \(Print Magazine\)](#)
- [25 Examples of Excellent Letterhead Design \(Paste Magazine\)](#)
- [The One Show: Brand and Corporate Identity](#)
- [16 Stylish and Unique Envelope Design Ideas](#)
- [21 Creative Envelope Designs That Impress](#)
- [15 Creative Envelope Design Ideas & Examples for Inspiration](#)

To find more, Google things like “award-winning identity system”, “award-winning brand identity”, and “award-winning brand collateral”. You can be more specific too by searching “cool business card ideas”. Also check the source because anybody can claim to sell “award-winning” letterhead templates just because they can use a computer.

- Find **at least 20** samples that speak to all or part of an identity system. Create a collection in a digital folder or on Pinterest so you can share them on Slack all at once when required.

## DUE > WHAT • WHEN • WHERE

**DUE** in post on Slack channel **#4503\_sec2\_visual\_identity** by end of day on **Wed Jan 26**.

 **Nikki Arnell** 1:00 PM  
**RESEARCH:** Share your 20 samples (images) of visual identity systems or pieces. Do this in the thread to this post. Each student post once with 20 images. (It's ok if there are repeats amongst students.)  
 **1 reply** Today at 1:01 PM



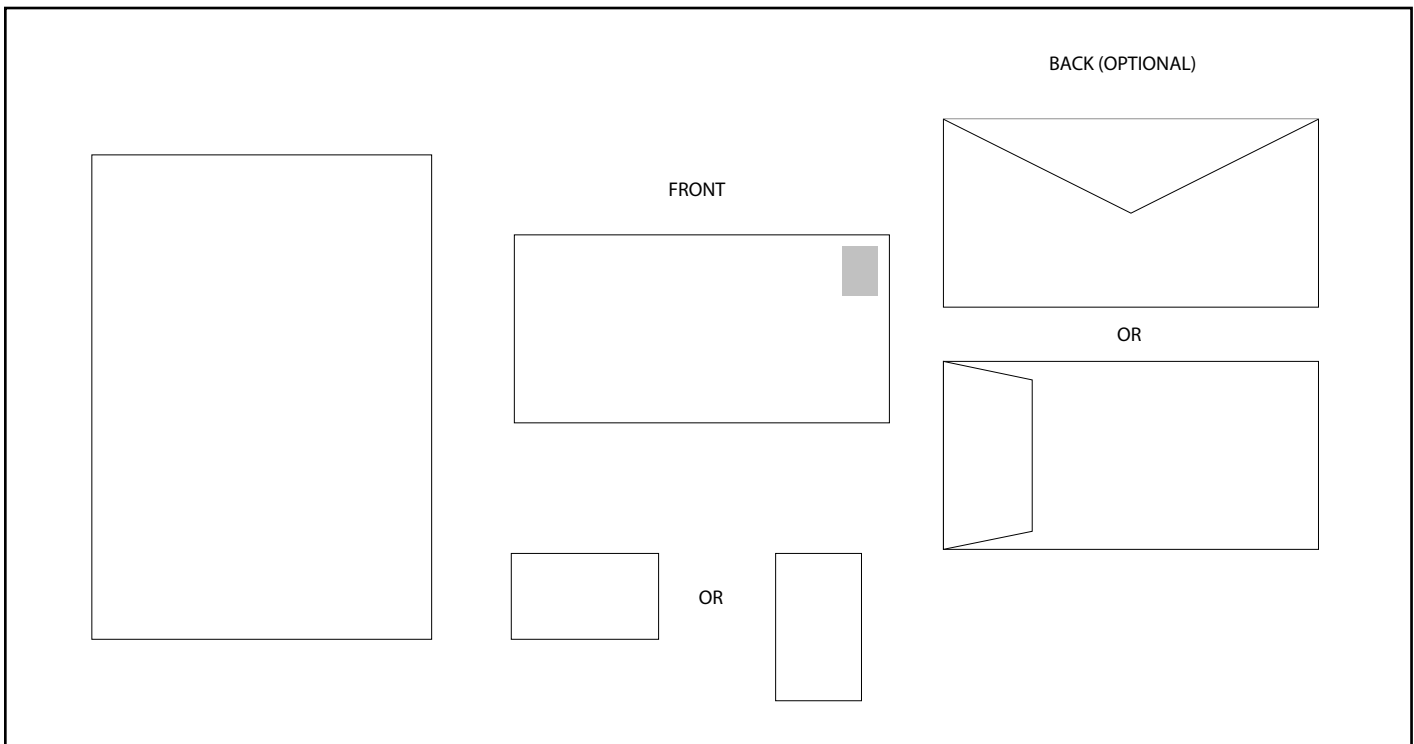
# sketches

## ROUND 1

Begin to sketch ideas for business card and letterhead, as they must relate to each other.

Consider **placement of required elements**, orientation of business card, color of ink(s), color/texture of paper, print treatments like embossing or foils (and costs for this), and how each form will be used. After student has completed plenty of preliminary thinking, refine **at least 20 sets** (each set includes letterhead and business card (envelope optional)).

- Full-size is not necessary, but **correct proportions** are.





- Visual hierarchy should control the read.
- Some pieces can be repeated amongst sets.
- Student may use computer and/or VERY tight sketches on paper or Procreate/Fresco – or even a mix of these.
- Color is required to consider and explain why it was or was not used.
- Actual fonts are highly encouraged to use. If lines are drawn instead to emulate typography, leading awareness and alignment must be shown.
- *Include printouts (digital file and/or neatly affixed in your sketchbook) of any inspirational logos if you cannot render tight versions to your liking yet.*

When finished, make all images of your work a PNG or JPG to upload separately OR create one multi-page PDF of all work. Upload on Slack (see below).

## **DUE > WHAT • WHEN • WHERE**

**DUE** in post on Slack channel **#4503\_sec2\_visual\_identity** by **11:00am** on **Wed Feb 2**. Review and discuss in class with Logos Round 2 sketches via Breakout Rooms and professor's critiques/picks/suggestions for the next round of only 10. Visual Guidelines will also begin on this day.

**Nikki Arnell** 1:19 PM  
"SKETCHES" ROUND 1: Share your 20 sets of visual identity. *See project sheet for all rules and ask Prof. Nikki if you have questions BEFORE you post them.* Do this in the thread to this post. Each student post once with either 20 images or 1 multi-page PDF. (edited)  
 [1 reply](#) Today at 1:20 PM

# digital sketches

## ROUND 2

Students should continue to revise the **10 Visual Identity sets** on the computer in either Illustrator or InDesign.

- Each set includes 1 letterhead and 1 business card (and optionally 1 envelope). Some elements may be repeated amongst sets.
- Do sets at full-size to specs.
- Color is required unless your brand demands only grayscale.
- Fonts must be used.
- All typographic choices should be finalized. This includes alignment, color, positioning, visual hierarchy, leading, and possibly kerning/tracking.



Logo, Visual Guidelines, and Budget are refined at the same time, as they should inform each other.

When finished, make all images of your work a PNG or JPG to upload separately OR create one multi-page PDF of all work. Upload on Slack (see below).

### DUE > WHAT • WHEN • WHERE

**DUE** in post on Slack channel **#4503\_sec2\_visual\_identity** by **11:00am** on **Wed Feb 9**.

Review and discuss in class. 1 set will be picked to finalize.

**Nikki Arnell** 1:37 PM  
**DIGITAL SKETCHES ROUND 2:** Share your 10 sets of visual identity. *See project sheet for all rules and ask Prof. Nikki if you have questions BEFORE you post them.* Do this in the thread to this post. Each student post once with either 10 images or 1 multi-page PDF.  
 **1 reply** Today at 1:37 PM



# mock-ups

As the artwork is getting its final touches, put it into mock-ups to be sure they function and appear as hoped.


## DIGITAL MOCK-UPS

These test the aesthetics of the set and how they appear together. Student may either use free digital mock-ups (see in the mock-ups mentioned for Logo) or try using **Adobe Dimension**.

## TANGIBLE MOCK-UPS

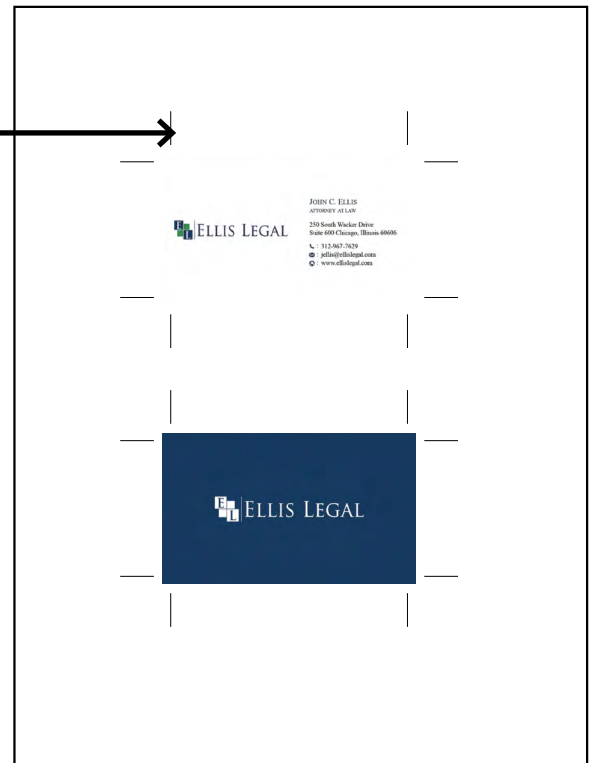
Also called “dummies”, physical mock-ups are integral to understanding how these elements work.

### BUSINESS CARD:

1. Print out business card. NO outlines around rectangles. Instead, include crop or trim marks. 

- It is preferred to print on a heavier stock of paper, but don't do this to school printers without first checking with the lab monitor.
- Paste front to back if double-sided. Don't try to align the print sides on 1 piece of paper using a personal printer. (Also pasting 2 normal pages together will simulate a heavier paper weight, which is ideal!)

2. Cut down to size. Touch it. See how you engage with it. Now give it to someone else and say nothing. Just watch them and see what they do with the card. *Then both of you use some hand sanitizer.*





## **LETTERHEAD (EXTRA CREDIT):**

This is a bit more difficult to be exact if colors were included outside of margins of a personal printer. Because this class does not work with actual paper stock, it is also not as useful. However, using the letterhead by placing information on it is an important test that will occur with the Visual Guidelines, Cover Letter, and possibly the Resumé projects.

1. Print out at actual size (100%) on normal paper.
  - If the design does not have color outside of the margins, print on Letter size (8.5 in x 11 in) paper and do not include trim marks.
  - If the design uses any color outside of the margins of your printer, you will have to print to the next size up (probably Tabloid 11 in x 17 in), include trim marks, and cut down to size.

## **DUE > WHAT • WHEN • WHERE**

Bring any tangible mock-ups to class with you when requested or whenever you would like guidance or critique.

**DUE** along with with final artwork. [See next step.](#)

Final artwork must be completed in Illustrator or InDesign.

*If built in Illustrator:*

- **YOUR LAST NAME\_Visual\_Identity**.AI with multiple artboards
- Each Artboard Size is to spec of piece. In other words, one artboard is 8.5 in x 11 in and one is the size of your business card. (Extra credit to spec too.) [See here for how to do this.](#)
- When turned into Slack, File : Save As **YOUR LAST NAME\_Visual\_Identity**.PDF.

*If built in InDesign:*

**YOUR LAST NAME\_Visual\_Identity**.INDD with multiple pages


- Each Page Size is to spec of piece. In other words, one page is 8.5 in x 11 in and one is the size of your business card. (Extra credit to spec too.) [See here for how to do this.](#)
- When turned into Slack, File : Export as **YOUR LAST NAME\_Visual\_Identity**.PDF.


## DUE > WHAT • WHEN • WHERE

**DUE** in post on Slack channel **#4503\_sec2\_visual\_identity** by **11:00am** on **Wed Feb 23** :

*All of the following goes in one post in this thread.*

- **YOUR LAST NAME\_Visual\_Identity**.PDF
- All PNGs or JPGs of your digital and tangible mock-ups.

 **Nikki Arnell** 2:51 PM  
**FINAL ART & MOCK-UPS:** Share your PDF of visual identity and all images of digital and physical mock-ups. See project sheet for all rules and ask Prof. Nikki if you have questions *BEFORE* you post them. Do this in the thread to this post. Each student post once with 1 multi-page PDF and multiple PNGs or JPGs.

 **1 reply** Today at 2:51 PM



- Also place **original AI/INDD files** and/or **PDF files** in shared Google Drive sub-folder for this class > **SECTION 3 : VISUAL IDENTITY**.

For the **VISUAL IDENTITY** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- All research completed as asked on time, every time.
- Visual Identity complements logo and brand.
- Ideas successfully conveyed per objective.
- Work makes sense per its purpose and audience.
- High-quality sketches Round 1 completed as asked on time.
- High-quality digital work provided for Round 2 completed as asked on time.
- Digital and physical mock-ups completed on time.
- Craft on physical mock-up is completed well. (see syllabus)
- Awareness of typography.
  - > Kerning and Leading are explored.
  - > Size of type makes sense for medium and audience.
- Professional information supplied when asked.
  - > Brand name if different than actual name
  - > Website Domain
  - > Email Address
  - > Instagram icon and @username >> *must be valid*
  - > LinkedIn icon and @username (your actual name) >> *must be valid*
- Required professional information displayed on collateral to spec.
- All material built to spec. (Or approved by Prof. Nikki for alternative sizes.)
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation
- Participation in all critiques.

[SECTION 2 MENU](#)

# websites

[PERSONAL SITE](#)

[BEHANCE](#)

[RUBRIC](#)

[SCHEDULE](#)

# personal site

The web must be respected for what it is, which is not a tangible, linear read like print. A designer must understand that web is an entirely different medium, but that it still lives with consistency under the visual branding. In today's world, the site must also be responsive.

A website must be live by the end of the semester (see schedule). **This site is part of both GRFX-4503 and GRFX-4803**, as much of the contents of the site comes from the latter.

## “THE INTERNET”

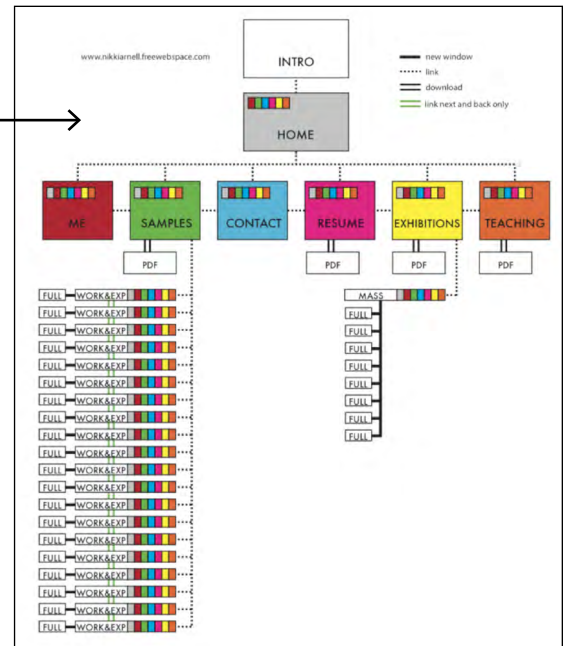
- [Costs for a website to be live require server space \(a hosting account\) and a domain \(URL\)](#). These are both usually paid per year, together or separately.
- You may do this via a [CMS](#) site like Wix or build your own site.
  - If you use a CMS, you have to pay in some way if you also want a custom domain.  
*I used to not allow free sites because these usually are littered with somebody else's ads OR you are forced to supply your information that is sold to solicitors. **However, students end up not paying past the year, which means the money they spent on business cards with an inactive website is a waste – possibly even damaging.** I want to avoid this.*

## REQUIRED

- The site must be [responsive](#).
- The site must have (at least) the following sections. These sections may be reworded:
  - **Home** - *This section can combine with another.*  
*For example, the About page can also be the home page.*
  - **About**
  - **Resumé** - *Resumé on page AND available as a downloadable PDF.*
  - **Work** - *Design portfolio (+ optional additional sub-sets of portfolios if you are also an illustrator/photographer/etc....or just do this after class is over)*  
*>> MINIMUM: all pieces approved in GRFX-4803, but not shown in a linear manner.*
  - **Contact - Email • Phone • Socials** (*Instagram and LinkedIn minimum*) > *All except phone number are likely placeholders when this project begins, but update site as Sections finish.*

## EXTRA CREDIT

- It is suggested (+**extra credit!**) you create a **sitemap** whether you use a CMS or code your own. There are apps [like this one](#) that will help, though Illustrator will work well too.
- Sitemap can also mean [the code supplied](#). I don't expect this from any of you, but you can supply it if you want!
- If you code your own site or significantly transform a CMS site's template, it is encouraged to also do a [wireframe](#). Apps like Miro's "Wireframe Library" make this very easy.



## DOMAIN

- The domain must relate to your **brand name** or some version of your **actual name**.

### TO BUY YOUR DOMAIN

- **It is extra credit and highly encouraged that you do pay for a domain name; however, don't bother if you aren't going to pay for it again a year from now.** [Is your desired domain name even available? CLICK HERE](#)
- For example, I created [this site](#) for a client that needed CMS they could later adjust when needed. I wanted to be able to build my design vs. using any old template, so I used Wix's great interface (very customizable!). The domain was purchased with the site and no ads for a year from Wix. Friends For Life, like any of Wix's users, just has to be sure they pay each year when [the bill comes due](#). *BUT if you view the code, you can see it's CMS by Wix.*
- Remember that if yours is just like one that exists and this person is a designer (www.derekdesign.com vs. www.derekdesign.net), you might give business to them on accident...so avoid it.

## OR NOT TO BUY YOUR DOMAIN

- You may use a site that adds something easy to the end of it if it means you will keep your site live for longer than a year.
- For example, Adobe Portfolio (part of the Creative Cloud) will allow for a customizable domain with “myportfolio.com” on the end. For example, <https://derekdesign.myportfolio.com>.  
*However, please remember that it will only stay up as long as you pay for an Adobe membership. Really think long-term about this.*
- Other free CMS sites are available, but free domains will have their brand in the URL.  
For example:
  - Wix - I did not pay for the domain of the 2019 Portfolio Review site I built.  
<https://arnellnikki4.wixsite.com/portfolioreview>. The domain is so ugly that I used a [tinyurl](#) conversion for the event publicity, but that wouldn't work well for your needs.
  - I use a free Weebly site for the Dept. of Art + Design scholarships, so the domain is <https://astateartscholarships.weebly.com/>.
  - Square Space would be something like <https://derekdesign.squarespace.com>

**JUST MAKE SURE THAT WHATEVER YOU USE,  
THERE ARE NO ADS LITTERING YOUR SITE!**

## TIPS

- **“BUT MY MOM SAID I’M A GREAT PAINTER.”**

Remember to keep things simple. If you're not going to exhibit or sell your studio artwork, then consider not including it. In my experience, just because your friend said you're a great painter, doesn't necessarily mean you're a good enough painter to put your work next to your professional design work. However, if you have some serious skill in photography, illustration, painting, etc. that really complements your design, consider including that as a separate section from your design work. MAYBE. Most of the time, that studio work can be placed into a piece of graphic design that you can then explain you have created.

- **TONE:**

You can be more personable in the website. Remember all the way back to your Brand Positioning Statement...does the tone of your site line up with the brand? Who are you targeting? Though you may be reaching the creative crowd, you are also selling to a group of rational, business-minded folk.

- **© COPYRIGHT ISSUES:**

There is only so much you can do to protect your work. See what is out there and see what others have done, which is often not much. Adding a watermark to your work ruins your work. If you know how to lock your work, it doesn't help because anybody can take a digital capture of it. Adding a line about copyright is a nice addition, but is simply a reminder. If you have done work that has been produced for larger clients, it is often protected through this client. And finally....sorry to sound mean....but is your work really that worth protecting? Is it really that original? ....Really?

Creating concept work for brands is common. You do not need to credit Coca-Cola (for example) for creating a made-up campaign. *Believe me, they will serve you with a "cease and desist" order if their legal department doesn't like it. If you're unsure, talk to me.*

- **....SO ABOUT THOSE PHOTOS YOU USED IN YOUR LAYOUT....**

Also others' copyright issues >> If you have used somebody else's photograph in a piece you have created for your portfolio work, it must be a stock photo you have paid for or know there are no fees to use. DO NOT use just any photograph you grabbed online that doesn't belong to you. If you used somebody else's photograph who know this, then be sure to credit them on your site.

- **HOW TO BEST SHOW WORK**

- All samples of books should have a link to [issuu.com](http://issuu.com) or similar.

*Note: It appears [Issuu's free account](#) is back to allowing multiple uploads! Yay!*

- The process book required for Portfolio will be built in Spark, so it can be easily linked under something about your process and/or directly with the piece it references.
- Can you build an app? Use Adobe XD! It is easy to use and will supply the prototype with a URL. You could also create a movie of the app being used and upload to that site (or to YouTube and link to that).
- If you have a game, supply a link if there is a prototype. More likely, you will need to create a movie of the game being used, the upload the video to that site or do via YouTube.



## DUE > WHAT • WHEN • WHERE

- The link to your live website and general structure **DUE** on **Slack #4503\_sec2\_website** at **11:00am** on **Wed Mar 2**. (Even if you don't purchase a domain yet, you will still be supplied a long, clumsy domain by any CMS site as soon as it's published.)
- The domain does not need to be purchased yet in March, as most CMS sites charge monthly; however, you will need to have it purchased by April. You may also wish to purchase sooner so that you do not need to revise any of your other work if you can't claim the domain you thought.
- If you use a CMS site like Wix to build it and publish using their ugly domain...THEN later ask it to publish to a domain, be aware that it won't actually publish to the domain for about 24 hours. *In other words, DO NOT worry. It'll happen.*



**Prof Nikki** 3:31 PM

**PERSONAL SITE:** In the thread to this post, paste in the URL for your personal site by **Wed, Mar 2nd** (see project sheet about domain name).



**1 reply** 17 days ago

- The finalized website that is due for both GRFX-4503 and -4803 is **DUE** on **Wed Apr 27**. There is another post asking for it, just in case not everyone had domains purchased in March.



**Prof Nikki** 3:33 PM

**PERSONAL SITE FINAL:** In the thread to this post, paste in the URL for your personal site by **Wed Apr 27th**.

*Your domain name must reflect what is on all visual identity materials, social media, and anywhere else that lists your site.*



**1 reply** Today at 3:33 PM

# Bēhance

[Behance](#) is a social media platform owned by Adobe, which claims “**to showcase and discover creative work**”. Because it is free, it is also important to know about in case money becomes too tight in the future to pay for your own domain and site.

## REQUIRED

- Behance domain name created relates to brand or personal name.
- **Set up your profile** so that it relates to your brand and/or is about you as a person. Use either a picture of yourself or your logo. Fill in any information, including a bit about you or your brand, link to your personal website, and social media links for (at least) Instagram and LinkedIn (*placeholders until Section 4 is completed*).
- **Upload your work!** This will probably be the same as what is on your personal site. Therefore, it’s a MINIMUM 10-12 “pieces” per Portfolio Match approved in GRFX-4803. Behance does not allow any PDFs (*only JPG, GIF, and PNG are allowed*), so find other ways to show multi-page print work. Mock-ups are always encouraged for all of your artwork.
- If you have a Behance site from earlier in school, either update it or start something completely new. **If you want artwork that isn’t graphic design, this is ok; however, DO NOT include artwork that isn’t portfolio quality.**

## DIRECTIONS

- [READ HERE](#). Sign up with your Adobe ID and start building!

## DUE > WHAT • WHEN • WHERE

- The link to your live Behance website and general structure **DUE** on **Slack #4503\_sec2\_website** at **11:00am** on **Wed Mar 2**.



**Prof Nikki** 3:30 PM

**BEHANCE:** In the thread to this post, paste in the URL for your Behance site by **Wed, Mar 2nd**.



**1 reply** 17 days ago

- The finalized Behance website that is due for both classes will be **DUE** on **Wed Apr 27**.  
*You do not need to post again to Slack unless your URL changed. If it did, just edit your post in the thread above.*

For the **WEBSITES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Participation in critiques.

## **PERSONAL WEBSITE:**

- No ads are visible on site (other than those you've created for your own portfolio).
- Domain name created relates to brand or personal name.
- *Extra credit: Domain name purchased.*
- *Extra credit: Sitemap/wireframe completed.*
- Downloadable PDF of resumé is interactive is not more than 5MBs (FPO until Resumé completed).
- Downloadable PDF of resumé is not more than 5MBs (FPO until Resumé completed).
- Social media links for (at least) Instagram and LinkedIn (FPO until Section 4 completed).
- Process Books (1 and 2) connected in some way to site. (FPO until these are completed in Portfolio Capstone).
- Portfolio work on site uses mock-ups and/or clear photos when possible.
- Portfolio work has captions when possible.
- MINIMUM 10-12 "pieces" per Portfolio Match approved in GRFX-4803
- Communication skills displayed in order to express brand tone.
- Site is responsive.
- Site loads quickly and easily.
- Misspelling = F
- No grammatical errors.
- Materials support brand positioning statement.
- Website easy to navigate.
  - Menu bar is visible at all times
  - Menu contains at least some version of: Home • About (w/ Resumé PDF) • Work • Contact
  - Logo is located at the top of the page.
  - Colors and typefaces proper for web medium, but respond to Visual Guidelines if possible.
- Website live and easy to load.

**BEHANCE PAGE:**

- Domain name created relates to brand or personal name.
- Profile and information true to brand.
- Profile links to personal website.
- Profile social media links for (at least) Instagram and LinkedIn (FPO until Section 4 completed).
- About information completed. No misspelling. Correct grammar.
- MINIMUM 10-12 “pieces” per Portfolio Match approved in GRFX-4803
- Portfolio work on site uses mock-ups and/or clear photos when possible.

*(Only JPG, GIF, and PNG are allowed on Behance.)*

# references

[DIRECTIONS](#)

[RUBRIC](#)

[SCHEDULE](#)

**Finding valuable references is of the utmost importance for job acquisition.** This means considering who you should ask, then asking them if they would be a reference, [making sure you know what they would say about you](#), finalizing all means of communication with said references, and finally, listing the information on branded material that goes along with the other visual identity collateral. This References project will require all but the last step, which is simply formatting the information and will be due when the final work for the Resumé project is due. *References do not go on your resumé, but the two pages often travel together.*

## CHOOSING YOUR PROFESSIONAL REFERENCES

Without question, your references should be people with whom you've actually worked on a daily basis within the last 3-5 years. They should be people who know you and are familiar with your job performance. Beyond job experience, performance in clubs and fraternities/sororities, volunteer organizations, and student groups are all also valuable –and will continue to be after you have more actual job experience. Even more importantly, they should be willing (and able!) to talk to prospective employers or its agents when contacted.

**“Your references are your personal evangelists**—they should know you very well and be able to speak about your qualifications for the job you're pursuing.

‘Former supervisors aren't necessarily the best references since so many companies have policies prohibiting supervisors to share them,’ says Christina Murphy, PHR, adjunct professor at Touro College's Graduate School of Business.

Instead, she advises selecting people who are intimate with your work and skills.

‘Individuals with whom you have worked closely can make excellent references, including former clients, teammates, professors or community leaders,’ she says.

If you're concerned about what your references might say about you, have a reference-verification service check your references first. ‘A single negative reference can damage a candidate's prospects for future employment,’ Shane says.

Unless an employer requests otherwise, **professional references are preferred over personal references, such as family, friends and neighbors, whom reference checkers will know are biased.**” - [source](#)

## SO WHERE DO YOU START?

- Do you work somewhere? (*At this point, that could be retail, waiting tables, etc.*) Assuming he/she would say good things about you, can your supervisor talk about you if contacted?
- Have you interned anywhere? Assuming he/she would say good things about you, can your supervisor talk about you if contacted?
- Do you have a long-time client – or one client with whom you worked on a significant project – who would say good things about you?
- Are you part of any groups or clubs on campus or in the community? This could be in Jonesboro or another location like your hometown or a place you work in the summer.
- Have you done work during any breaks, like help at a youth camp or volunteer for your church/temple/mosque/etc to help the community or manage groups?
- Are you a member of a sorority or fraternity that does philanthropic projects?
- Have you organized any fundraising projects/events?
- Have you managed people in any professional context?
- Professors are good to include for now, but no more than 2 professors are allowed for this project. Prof. Nikki does not count as a reference for this project, so please don't ask. (*You can ask me, but it won't count for this project.*)
- Do not ask anyone to whom you are related unless you also know them in a context beyond familial. Even then, this should be avoided – especially if it is immediate family.
- *Note: Sometimes international students have specific challenges with finding a wide breadth of references because they have not been in this country for long, they have little to no work experience because of legal regulations and/or time commitments, and their references back home may not speak English (and count on only English being acceptable in America). If you are an international student and have problems like these, please speak with Prof. Nikki soon.*

## HOW MANY REFERENCES?

It is ideal to have a pool of references, allowing you to pick which are best in relation to a certain type of job. However, you will soon find that locating dependable references is not as easy as it seems and none of you have years of experience yet. Therefore, **this project only demands 3.**

*see next page*



## WHAT INFORMATION IS NEEDED?

- **First and last name** (and honorific, like Dr., if available)
- **Job Title**
- **Employer**
- **Business Address**
- **Email**
- **Telephone Number** > direct line or cell phone; include **area code** (+ *country code if not U.S.*)
- **Relationship to you** (like supervisor, professor, etc.)
- ***What you think they would say about you and why they are a strong reference.***  
(This is only for Prof. Nikki and this project. Do not include this on your final reference sheet you will turn in with the resumé.)

For the first part of this project, it is only required to show the information written in some way that creates a PDF. This could be InDesign, Word, a Google Doc, etc.

Save/Export the file as **YOUR LAST NAME\_References**.PDF. This information will be applied as an additional page of information that pairs with your resumé in the Resumé project (Section 3).

**BE ABSOLUTELY SURE ALL 3 ARE GOOD REFERENCES,  
AS THEY WILL LIKELY BE CALLED AT SOME POINT DURING THE  
SEMESTER TO BE CHECKED.**

## DUE > WHAT • WHEN • WHERE

- **YOUR LAST NAME\_References**.PDF **DUE** in your Google shared folder SECTION 2 : REFERENCES by **11:00am** on **Wed Feb 9**.

For the **REFERENCES** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Answers are complete.
- Answers are valid.
- Reference provided is good (if contacted)
- No misspellings or grammatical errors.
- Ambition - How much did you challenge yourself?

[SECTION 2 MENU](#)

# budget\*

\*required only for honors

[DIRECTIONS](#)

[RUBRIC](#)

[SCHEDULE](#)

# directions

Having a plan is important and part of a plan is to have a budget. Also by learning how much important business supplies/fees cost, you gain knowledge to use when you suggest business solutions to a client. *A client always cares about money.*

This project is easy and most of the information is supplied for you. It is still important and will be part of your final Brand Book. Therefore, **do this in InDesign, Word, a Google Doc, etc. where you can create hyperlinks to information sources and make an interactive PDF.** Name the file **YOUR LAST NAME\_Budget.**

## REQUIREMENTS FOR 2022

In previous years, students had to research paper stock and costs because letterhead and mailing material were required. Stickers, rubber stamps, and even merchandise like t-shirts were also considered. However, this year only requires the budget research for business cards and a website. Because paper weight samples cannot be properly researched, student must only get cards printed at a specialty shop instead of using an inkjet printer and “card stock”.

## BUSINESS CARD COST RESEARCH

Find **3 sources** for **printing and shipping** of the following: **100 minimum** Business Cards, single-sided, full-color, no bleed (or adjust to the exact design you will complete). List hyperlinked source URL and/or details paper weight, coating, etc. Example Sources to Google:

- **VistaPrint** 16pt. SoftTouch
- **VistaPrint** Standard Business Cards Premium
- **Moo** Luxe Business Cards
- **Jukebox** Matte Premium Value 16pt Cards
- **Staples** Ultra Thick Cards

## WEBSITE COST RESEARCH

See information from [Website](#) project. Find the cost of what is needed per your abilities.

### If you are going to use a CMS site, do the following:

- Cost for CMS with host space and custom domain for at least **2** [sources](#). (+1 more extra credit)
  - List domain name with each.
  - List anything else that comes with the price.
- Information for the **same 2** CMS sources when the cost is free.
  - List the free domain name.
  - List any significant differences – especially ads or required personal information they sell.

### OR if you are going to code your own site, do the following:

- Cost for [host space](#) and [custom domain](#) for at least **2** sources. (+1 more extra credit)

## DUE > WHAT • WHEN • WHERE

- **Budget** research on hyperlinked interactive PDF called **YOUR LAST NAME\_Budget.PDF** **DUE** in Slack **#honors\_4503** channel by **11:00am** on **Mon Feb 7**. *If you are not an honors student but wish to submit for extra credit, post in thread shown also by the due date.*



**Prof Nikki** 3:43 PM

**BUDGET:** Please post interactive PDF correctly named in the thread to this post by **Feb 7**.

*This is required for Honors and extra credit for all other students.* (edited)



**1 reply** Today at 3:44 PM

For the **BUDGET** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- Interactive PDF links to sources.
- Sources are viable.
- No misspellings. SPELL CHECK.
- Business Card budget complete per correct specifications.
- Website information complete per correct specifications.
- Ambition - How much did you challenge yourself? Did you plan your time well?  
How much research did you do?

# self-evaluation

At the conclusion of this Section 1, look back at your performance and see what your strengths and weaknesses are. Also consider how you will apply this knowledge to future projects.

This Self-Evaluation form is completed on [THIS GOOGLE FORM](#). It is turned in to the professor when you click SUBMIT at the end.

**DUE** by **11:59pm** on **Fri Mar 4**. This is intended to provide extra time if necessary after the last project is turned in; however please do not forget to do it! It is required for your grade.

# schedule

*Text in this blue italic shows the planned schedule for other **projects** in this class outside of Section 2. This is because Sections' projects will often overlap in this class.*



**[SEE GOOGLE CALENDAR](#) FOR MOST UP-TO-DATE AND COMPREHENSIVE SCHEDULE ON ALL COURSE PROJECTS.**

## WEEK OF JAN 17

### MON JAN 17

*Martin Luther King, Jr. Day observed. **No classes.***

### WED JAN 19

- ***Brand:** Brand Positioning Statement, Personal Mission Statement, and Brand & Logo Research/Evaluation **DUE** by 11:00am*
- *Begin **Business Plan A** and **Idea Board***
- Begin **Logo**

## WEEK OF JAN 24

### MON JAN 24

- *Work in class: **Business Plan A** and **Idea Board***
- **Logo** process **DUE**
- *Honors: Begin **Budget***

### WED JAN 26

- ***Idea Board DUE***
- ***Business Plan A DUE***
- **Logo** Round 1 **DUE**
- Begin **References** and **Visual Identity**

## WEEK OF JAN 31

### MON JAN 31

- **Logo** Round 2 **DUE**
- **Visual Identity** Samples **DUE**



## WED FEB 2

- *Job Hunt Journal Workshop*
- **Visual Identity** Round 1 **DUE**

## WEEK OF FEB 7

### MON FEB 7

- Midway Critique: **Logo**
- Honors: **Budget DUE**
- *Begin Visual Guidelines 1*

### WED FEB 9

- **References DUE**
- **Visual Identity** Round 2 **DUE**
- Begin **Website(s)**

## WEEK OF FEB 14

### MON FEB 14

- *Job Hunt Journal DUE by 11:00am (Section 1 complete, Self-Evaluation due by Friday)*
- *Resumé and Cover Letter workshops*

### WED FEB 16

- *Resumé and Cover Letter outlines DUE*
- *Resumé and Cover Letter workshops (cont.)*

## WEEK OF FEB 21

### MON FEB 21

- **Logo DUE**
- *Resumé RD 1 DUE*

### WED FEB 23

- **Visual Identity DUE**
- *Cover Letter RD 1 DUE*

## WEEK OF FEB 28

### MON FEB 28

- *Begin Brand Board*

**WED MAR 2**

- **Website(s) DUE**

**FRI MAR 4**

- **SECTION 2 SELF-EVALUATION DUE** by 11:59pm